

CUT IN MILK PRICE ON APRIL 1 TO BE VERY SUBSTANTIAL

Announcement Follows Inquiry by Swann—51-1-2 Per Cent. Profit Revealed.

Following general expressions of indignation against the Sheffield Farms Company's notice to up-State farmers to cut down milk production, and threats of investigation by the District Attorney, Daniel S. Horton, Secretary of the corporation, announced to-day that there would be a "very substantial" lowering of the price of milk April 1. He added that he was not uttering an April Fool joke.

It was understood from Mr. Horton that the reduction would be more than that normally expected at the present season when the increased supply of milk is recognized in the decrease of the price on the sliding scale by which the distributors buy from farmers.

Figures compiled in the office of James B. Stafford, Federal Fair Price Commissioner, and made public to-day by District Attorney Swann, show that the Sheffield Farms Company made net profits amounting to \$774,000, or 51½ per cent., during 1918.

It is expected these figures will be used in the concerted attempt to be made by the Federal, State and city authorities to prosecute any violation

of law found in the inquiry into milk prices and production. The Sheffield Farms Company recently posted notices urging dairymen to hold down production.

Health Commissioner Copeland has launched a plan of having the dairymen of the State meet representatives of the consumer in an effort to do away with the middleman and his enormous profits.

At the headquarters of the Dairymen's League it was said that if Dr. Copeland wants the Dairymen's League to arrange for a group of farmers to meet a group of the producers he can write to the league.

"And have the league pick the farmers," said Dr. Copeland when he heard of the statement. "No, I want to try to get together on this without any middlemen, and that includes the officials of the league."

Dr. Copeland said farmers cannot reduce the cost of producing milk, and the distributors are only taking cost of distribution plus a fair profit. The only point of attack remaining in the wasteful method of distribution, he said, and a regulated monopoly of distribution.

"A real Milk Trust under control

and the elimination of the glass bottle are essential, and will come," he added. "Cutting down production is absurd. If milk can be distributed at a price the people can afford to pay there will be no complaint of over-supply."

Leon Horton of the Sheffield Farms Company, said to-day that the figures compiled by Mr. Stafford misrepresented the affairs of his company and added that this would be shown in a later statement supported

by an abstract from the company's books, being prepared by an accountant. Mr. Horton said the affairs of the company, during all of 1918, were under the control of the Food Administration and that any criticism should be directed to the Food Administration and not to the company.

Referring to Dr. Copeland's suggestion that milk producers and consumers arrange to deal without the intervention of any middlemen, R. D. Cooper, President of the Dairymen's League, said:

"If Dr. Copeland wants the Dairymen's League to assemble a group of milk producers to confer with a group of consumers, he should make that request in writing to the officers of the league."

County Judge Norman S. Dike charged the March Grand Jury in Brooklyn to-day to investigate milk profiteering. He declared that the public was being gouged "a degree beyond human endurance." The milk trust, he said, has been guided solely by self interest.

BONWIT TELLER & CO.

The Specially Shop of Originations
FIFTH AVENUE AT 36TH STREET

HAVE ARRANGED FOR FRIDAY AND SATURDAY

A Special offering of

WOMEN'S TAILORED SUITS

Taken from the regular stock and
Specially Priced for Friday and Saturday

75.00

The tailored suits presented at so moderate a price by this shop reflect all the value conveyed by correct styling, high quality of materials, and a fine order of tailoring.

Tricotine, Serge and Poiret Twill are featured in Plain Tailored, Braid or Ribbon Bound types and embroidered models with short, medium and finger tip length coats. Straightline skirts with girdles.



Stern Brothers

West 42nd (Between Fifth and Sixth Avenues) West 43rd St.

Taken from our Regular Stock and

Reduced for Immediate Disposal

Tan Cordovan—MEN'S BOOTS—Calfskin

\$8.65

Ordinarily these dressy models would command a much higher price. The smart looking English shapes, as well as the medium toe lasts, are included in this exceptionally attractive assortment.

MAIN FLOOR, Sixth Avenue Entrance

SPRING CLOTHES

For Men and Young Men

New Suit and Topcoat Styles
from the Kirschbaum Shops

It is to New Yorkers of the most exacting standards that the Men's Section owes its rapidly growing patronage. Men who look for the finest of Woolens, the smartest of style, the best of tailoring—and better than ever before, these Kirschbaum Clothes for Spring fulfill those standards.

Suits - - at \$42.50 to 65.00

Topcoats - at \$35.00 to 50.00

Tuxedo Suits - - - 75.00

MEN'S SECTION

THIRD FLOOR

Stern Brothers

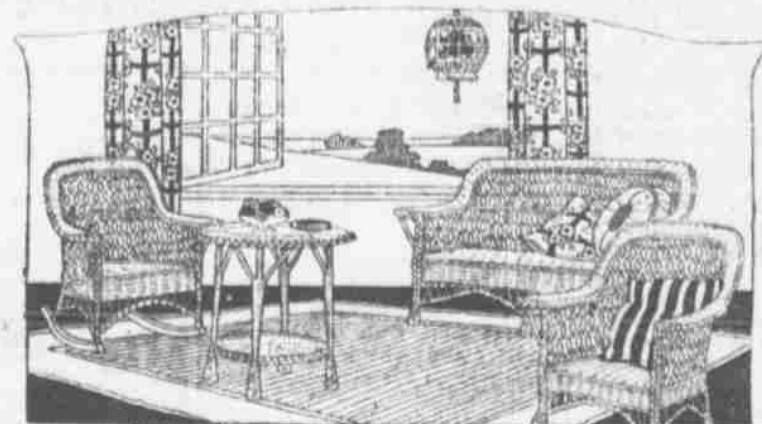
West 42nd St. (Between Fifth and Sixth Avenues) West 43rd St.

A Complete Showing of

SUMMER FURNITURE

SUITABLE for SEASHORE and COUNTRY HOMES

WILLOW, Reed, Rattan and Double Cane Sets for Sun Porches and Living Rooms are shown in Antique Ivory, Baronial Brown, Green, Putty and other color combinations. Old Hickory Sets also.



LIVING ROOM or SUN PORCH SUITE,
as illustrated; 4 pieces in Natural Willow..... \$59.75

SUN PORCH SUITE, 8
pieces in Reed decorated, including Davenport, Chair and Ricker, Table, Desk, Fern Stand and Tea Wagon..... \$675.50

SUN PORCH SUITE, 6
pieces; Reed in Grey Enamel with decorations; upholstered in Cretone..... \$381.00

SUN PORCH or LIVING
Room Suite in Reed; 3 pieces; Antique Ivory..... \$75.00

SUN PORCH SUITE, 3
pieces in Baronial Brown..... \$58.00

WHITE ENAMEL BUREAUS
..... \$30.00

CHIFFONNIERS in White
Enamel..... \$25.00

LARGE ARM CHAIRS in
Natural Willow..... \$10.75

BAR HARBOR ARM CHAIRS
in Natural Willow..... 7.00

Specially selected items from our Annual March Sale of

FLOOR LAMPS

Offered on the Fourth Floor To-morrow at a liberal saving advantage.

BRIDGE LAMPS—Mahogany; adjustable arm; with 14 inch fancy silk shade..... \$37.00

CHAIR LAMPS—Mahogany; two lights; silk cord and tassel; pull cords with 24 inch silk shade; fancy braid and silk fringe..... \$37.00

FLOOR LAMPS—Mahogany; two lights; with 24 inch fancy silk shade trimmed with fancy gold braid and silk fringe..... \$25.00

TABLE LAMPS of Gilt Carved Wood with 20 inch Empire silk shade trimmed with gold lace; galloon top and bottom; silk fringe..... \$17.50

BOUDOIR LAMPS—Brass with silk column and silk shade to match..... \$8.75

METAL FLOOR LAMPS—Adjustable; in Green or Brown finish with adjustable brass shade..... \$7.50

Our Important Pre-Easter Sale of

PERSIAN—RUGS—CHINESE

Presenting incomparable originations of the Orient's master makers

AT LIBERAL PRICE CONCESSIONS

The individual beauty of design and coloring, accentuated by perfect workmanship, emphasize the intrinsic worth of the Rugs available in this Sale.

Many new shipments have just arrived and will be included at the reduced prices.

PERSIAN and CHINESE RUGS

In extra large sizes, ranging from 12x18 to 19x25 ft. Usually \$1350.00 to \$4875.00.

Now \$1000.00 to 3900.00

EMBOSSSED CHINESE RUGS

Of all the favored blue grounds in a large variety of colorings. Room sizes. Usually \$325.00 to \$1050.00.

Now \$260.00 to 775.00

KEMERAH PERSIAN RUGS

Extra heavy; very silky; average sizes 5.1x6.4 ft. Usually \$375.00 to 475.00.

Now \$300.00 to 380.00

An extensive variety to select from.

PERSIAN RUGS in popular Hearth Sizes Specially Reduced.

Queen Quality

BOOT SHOP

Louis Heel
OXFORD

12.00

A Combination of
Satin and Leather.

One of the alluring new Spring models on display in the Queen Quality Shop is this combination oxford with covered Louis heel, satin back and either patent colt or dull kid vamp.

It combines the grace of a dress slipper with the swing and poise of a walking oxford.

Queen Quality Boot Shop
32-34 West 34th Street

Also
Same model
shown in Shoe
Soap Kid, Black
Satin, Gun Metal
Calf, Brown Kid,
Patent Colt and
Black Suede.

12.00

